Utkarsh Srivastava

Product Designer Product Strategy, Enterprise UX & AI Workflows

LOCATION
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SUMMARY

Product Designer experienced in taking complex products from research and system architecture through UX/UI, development, deployment, UAT and iteration. At Kensaa, helped scale annual revenue 6.25x, owned enterprise products delivering ~25% higher production volumes and 50% fewer manpower shifts, and designed AI-assisted workflows that cut comparable project execution time by 30–70%.

EXPERIENCE

Product Designer, Kensaa Gurugram, India. Sep 2025 – Present

- Owned the end-to-end product lifecycle for PRAG Group of Industries' enterprise Production Management System across research, system architecture, UX/UI, product management, development leadership, deployment, UAT and iteration; deployed outcomes include **~25% higher production volumes**, **50% fewer manpower shifts** and improved board-level visibility.
- Sole product design owner for Sectra, Kensaa's AI-native marketing platform that evolved into Oshi; led research, system architecture, UX/UI and workflow design, improving internal execution efficiency by **~30–70%** and reducing comparable Beekay-scale delivery from **~3 months to ~1 month**.
- Designed repeatable AI-assisted marketing research, SEO/AEO and content workflows and SOPs, improving turnaround times across client engagements and standardising execution across strategy, content and search.
- Within Kensaa AI Labs, researched and defined UX/workflows and built or tested POCs across LDA (citizen chatbot + AI plan approval), ACKO (agentic UGC creation/distribution) and PRAJ Industries (SAP-to-report execution planning).
- Delivered practical AI capability training across **4 academic and industry institutions** in India and the UAE: IIFT Delhi, SRM Motors, Technical Associates Transformers and Innova Training Institute Dubai.

Associate Product Designer, Kensaa Gurugram, India. Jun 2024 – Sep 2025

- Helped scale Kensaa from **2 active clients and ₹8L annual revenue** to **10+ active clients and ₹50L annual revenue** within one year (**5x+ active-client growth; 6.25x revenue**) through product design ownership, client discovery, solutioning and cross-functional delivery.
- Owned research, information architecture, user flows, UI and development oversight across Beekay, The Crossing Paris, Ever Herb, Gemini Power Hydraulics and other digital engagements; Beekay included on-ground ethnographic research.
- Owned the end-to-end website creation process for GD Goenka Public School, including UX planning and search/AEO considerations; annual admissions increased from **~500 to 600+ (~20% YoY)** following the digital experience improvements.

Freelance Design Consultant, careMB Apr 2023 – Nov 2024

- Refined brand identity and redesigned internal dashboard UX/UI to strengthen brand recognition, simplify employee workflows and improve satisfaction and productivity.

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EXPERIENCE

Product Design Intern, Ploc (now Rely) Jul 2023 – Mar 2024

- Conducted user research and ethnography to improve product experience and response quality for a **125-unit farmhouse inventory** valued at **~₹375 Cr**; the inventory sold out during/after the engagement.

Animator & Video Intern, BingeDaily Aug 2021 – Nov 2021

- Built a reusable animation and video template library that standardized recurring production workflows and reduced turnaround time by **~25%**.

PROJECTS

PRAG Group of Industries – Production Management System
Sole end-to-end product owner across research, system architecture, UX/UI, product management, development leadership, deployment and UAT; deployed results include ~25% higher production volume, 50% fewer manpower shifts and improved board-level visibility.

Sectra / Oshi – AI-Native Marketing Platform
Sole owner for research, UX, UI and system architecture of Sectra, which evolved into Oshi; designed agentic marketing workflows that improved Kensaa internal execution efficiency by ~30–70%, including comparable delivery moving from ~3 months to ~1 month.

AI Workflows & Organisational POCs
Researched, defined and prototyped AI workflows across LDA, Regent, Innova Training Institute, UP SSF and ACKO, translating civic, institutional, education and marketing requirements into testable AI-enabled solutions.

User-Driven Websites & Conversion Systems
Led user research, information architecture, journeys, UX/UI and development oversight across GD Goenka, Ever Herb, Beekay, The Crossing Paris/Nice and Gemini Power Hydraulics; GD Goenka admissions rose from ~500 to 600+ (~20% YoY).

Marketing, Research & Growth Workflows
Built repeatable marketing-research, SEO/AEO and content workflows that improved turnaround and performance across The Centrum, GD Goenka and Cheesefarm; supported outcomes include 1.91M organic impressions / 43.3K clicks at The Centrum and 408K views / 3.8K link clicks / 1.5K follows for Cheesefarm in Aug 2025.

RESEARCH

Beyond Text: A Semiotic Study of Emojis through Gamified Experiments Published
Co-authored with Ishani Churi; published in Responsible and Resilient Design for Society, Vol. 2: Proceedings of ICoRD 2025. Mixed-method research using interviews, gamified experiments and unmonitored interactive displays; ~25 participants, ~300 responses and 75+ emojis studied.

Beyond the Brief: A Research-Driven Approach to Design Studio Structure and Service Delivery in the Indian Context Unpublished B.Des Thesis
IIT Hyderabad final project guided by Prof. Seema Krishnakumar; studied Indian/global design-studio models, interviewed founders/CEOs across 6 design organisations and proposed AI-enabled service, workflow and business-model interventions.

EDUCATION

Bachelor of Design, Indian Institute of Technology Hyderabad 2024
CGPA 8.64/10 · Minor: Entrepreneurship & Management
Academic Excellence Award: Highest grade point for 2 consecutive semesters

SKILLS

UX Research & Ethnography · Product Strategy · Information Architecture · User Flows · UX/UI Design · Prototyping · Enterprise UX · Product Management · UAT · Development Collaboration · System Architecture · AI Workflow Design · AEO/SEO Workflow Design · Figma